



August 19, 2010

The Honorable Julius Genachowski
Chairman
Federal Communications Commission
445 12th Street SW
Washington, DC 20554

RE: MB Docket No. 10-56

Dear Chairman Genachowski:

We write today to express our support for the joint venture between Comcast and NBC-Universal in light of the historic commitments the two companies have made to enhancing diversity in programming, hiring, leadership and supply chain.

Never before have companies committed to improving diversity to this degree. Comcast and NBC actively engaged leading civil rights advocates as well as the major Congressional diversity caucuses to ensure that their diversity priorities are as comprehensive and inclusive as possible. The effort gives us great confidence that the companies have embraced diversity as a core business philosophy.

The benefits of the formal commitments Comcast and NBC have made to communities of color, include:

1. Establishing a \$20 million venture capital fund for minority-owned new media ventures;
2. Adding ten diverse, independently-owned channels to Comcast's cable offering over the next eight years;
3. Expanding the amount of diverse content on Comcast's Video OnDemand and Fancast Xfinity online services;
4. Divesting its interest in the NBC-owned broadcast affiliate in Los Angeles and seeking a minority owner;
5. Investing significantly in over-the-air television to ensure that senior citizens and low-income households continue to have access to top-flight television content;
6. Raising the bar for workplace diversity in the media, specifically targeting diverse growth at the vice-president level and above as well as on its board of



directors, where at least one new diverse seat will be added to Comcast's board in the next two years;

7. Pledging to grow the companies' successful supplier diversity programs into a number of vital product and service sectors, ranging from advertising to IT to financial services to office supplies;
8. Expanding the companies' philanthropic efforts to better meet the needs of diverse communities by supporting minority scholarships, internships and digital literacy programs, among other initiatives.

To strengthen these commitments, the companies have pledged to form a Joint Diversity Council consisting of the nation's top civil rights leaders. The Council will advise and influence the companies at the highest levels and ensure that these commitments are carried out in good faith.

These diversity commitments add to the various economic and social benefits that state and local officials nationwide expect this new venture to deliver. As you have seen in the public record, literally hundreds of state and local elected officials have submitted comments to the Commission, testifying to both companies' strong community presence, philanthropic efforts and commitment to investment and job creation.

None of these benefits will accrue if the Comcast-NBC joint venture is delayed or denied. Thus we urge the Commission to approve the deal as soon as possible. Thank you as always for considering our views.

Sincerely,

Hon. Calvin Smyre
Georgia House of Representatives
President, National Black Caucus of State Legislators (NBCSL)

Hon. Iris Y. Martinez
Illinois State Senate
President, National Hispanic Caucus of State Legislators (NHCSL)